

# ORDER



WTLV-TV

Jim Quinn

T-PHI

NAT

Cash

Broadcast

EOM/EOC

15%

Agency Commission:

New Business Thru:

Order Separation:

00:15:00

Advertiser External ID:

Agency External ID:

Orders

Order / Rev:

700072

Alt Order #:

6238103

Product Desc:

ROMNEY FOR PRESIDENT

Estimate:

260

Flight Dates:

07/18/12 - 07/24/12

Original Date / Rev:

07/17/12 / 07/19/12

Order Type:

Political

Agency

Name:

American Rambler Productions/ POL

Buying Contact:

Billing Contact:

138 Conant Street

Beverly, MA 01915

Name:

Romney/ R / President

Demographic:

A35+

Product Codes:

PL-Presidential

Priority:

P-3

Revenue Codes:

AGY, GEN, POL

Bill Plan

Start Date

End Date

# Spots

Gross Amount

Net Amount

06/25/12 07/24/12 72 \$37,325.00 \$31,726.25

Month

# Spots

Gross Amount

Net Amount

Rating

July 2012 72 \$37,325.00 \$31,726.25 0.00

Totals

Totals

Account Executives

Account Executive

Sales Office

Sales Region

Start Date / End Date

Order %

Jim Quinn

Start Of Order - End Of Order

100%

Order Share

Share

Total

WTLV-TV

25%

\$37,325.00

Market

100%

\$149,300.00

Competitive Share

Share

Total

CABLE

0%

\$0.00

WAWVS

6%

\$8,958.00

WCWJ

0%

\$0.00

WJXT

26%

\$38,818.00

WJXX

9%

\$13,437.00

WTEV

34%

\$50,762.00

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount

1 WTLV 07/18/12 07/20/12 M-F 6-7a CM 6a-7a --WTF-- :30 3 \$700.00 P-3 0.00 NM \$2,100.00

MAX 1X DAY

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

0.00

2 \$1,400.00

MAX 1X DAY

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

0.00

2 \$1,400.00

MAX 1X DAY

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

0.00

6 \$4,200.00

MT-----

6a-7a

CM

7a-9a

--WTF--

:30

6

\$700.00 P-3

0.00 NM

MAX 2X DAY

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

0.00

6 \$4,200.00

Today Show

CM

7a-9a

--WTF--

:30

6

\$700.00 P-3

0.00 NM

MAX 2X DAY

Start Date

End Date

Weekdays

Spots/Week

Rate

Rating

0.00

6 \$4,200.00

Today Show

CM

7a-9a

--WTF--

:30

6

\$700.00 P-3

0.00 NM

MAX 2X DAY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
3	WTLV	07/18/12	07/20/12	Today Show	CM	7a-9a	--WTF--	:30	6	\$700.00	P-3	0.00	NM	6	\$4,200.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	--WTF--	6	\$700.00	0.00									
4	WTLV	07/23/12	07/24/12	Today Show	CM	7a-9a	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	2	\$700.00	0.00									
5	WTLV	07/23/12	07/24/12	M-F 12-1230p	CM	M-F 12p-12:30p	MT-----	:30	4	\$175.00	P-3	0.00	NM	4	\$700.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	4	\$175.00	0.00									
6	WTLV	07/18/12	07/20/12	M-F 12-1230p	CM	M-F 12p-12:30p	--WTF--	:30	6	\$175.00	P-3	0.00	NM	4	\$700.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	4	\$175.00	0.00									
7	WTLV	07/23/12	07/24/12	M-F 3-4p	CM	M-F 3p-4p	MT-----	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	4	\$125.00	0.00									
8	WTLV	07/23/12	07/24/12	M-F 3-4p	CM	M-F 3p-4p	MT-----	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	3	\$125.00	0.00									
9	WTLV	07/23/12	07/24/12	M-F 6-630pm	CM	M-F 6p-6:30p	MT-----	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	3	\$1,000.00	0.00									
10	WTLV	07/18/12	07/20/12	M-F 6-630pm	CM	M-F 6p-6:30p	--WTF--	:30	5	\$1,000.00	P-1	0.00	NM	5	\$5,000.00
MAX 2X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	--WTF--	5	\$1,000.00	0.00									
11	WTLV	07/18/12	07/20/12	M-F 7-730p	CM	M-F 7p-7:30p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	--WTF--	3	\$700.00	0.00									
12	WTLV	07/23/12	07/24/12	M-F 7-730p	CM	M-F 7p-7:30p	MT-----	:30	2	\$700.00	P-3	0.00	NM	2	\$1,400.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	2	\$700.00	0.00									
13	WTLV	07/23/12	07/24/12	M-F 730-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	2	\$700.00	0.00									
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	MT-----	2	\$850.00	P-3	0.00	NM	2	\$1,700.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WTLV	07/23/12	07/24/12	M-F 730-8p	CM	M-F 7:30p-8p	MT-----	:30	2	\$850.00	P-3	0.00	NM	2	\$1,700.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/23/12		07/29/12	07/29/12	MT-----	2	\$850.00	0.00								
14	WTLV	07/19/12	07/20/12	M-F 730-8p	CM	M-F 7:30p-8p	---TF--	:30	2	\$850.00	P-3	0.00	NM	0	\$0.00
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					
1 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
2 WTLV		07/16/12	07/22/12	M-F 730-8p	M-F 7:30p-8p	---TF--	:30	(\$850.00)	0.00	NM					
MAX 1X DAY															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
Week: 07/16/12		07/22/12	07/22/12	---TF--	2	\$850.00	0.00								
Spot		Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Rtg	Type					



Order / Rev:	700072
Alt Order #:	6238103
Flight Dates:	07/18/12 - 07/24/12

[illegible]